



Form Approved  
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On behalf of the Centers for Disease Control and Prevention (CDC), we're conducting a study about different health and smoking-specific advertising that you see in the media. Your opinions are very important to us! Please be assured that the purpose of this survey is to gather feedback regarding specific health-related advertising. We do not plan to report your answers individually. We plan to report results from this survey for the group as a whole. Thank you for taking the time to help us!

Your participation in this survey is voluntary.





What is your current age?

- Under 18 years of age
- 18-24 years of age
- 25-34 years of age
- 35-44 years of age
- 45-54 years of age
- 55-64 years of age
- 65-74 years of age
- 75 years of age or older





What state do you live in?

- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina



- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- South Dakota
- Tennessee
- Texas
- Utah
- Vermont
- Virginia
- Washington
- West Virginia
- Wisconsin
- Wyoming
- District of Columbia
- Other please specify





What is the year of your birth?





Have you smoked at least 100 cigarettes in your entire life?

- Yes
- No
- Don't know/not sure
- Refused





Do you now smoke cigarettes every day, some days, or not at all?

- I smoke every day
- I smoke on some days
- I do not smoke at all





On how many of the past 30 days did you smoke cigarettes?

Enter number:





***The next questions are about electronic cigarettes, often called e-cigarettes. An e-cigarette looks like a regular cigarette, but it runs on a battery and produces vapor instead of smoke. There are many types of e-cigarettes.***





Have you ever used electronic cigarettes or e-cigarettes, such as Smoking Everywhere, NJOY, Blu or Vapor King, even one time?

- Yes
- No





How likely are you to consider using electronic cigarettes or e-cigarettes, for any reason, in the future?

- Very Likely
- Likely
- Neither Likely nor Unlikely
- Unlikely
- Very Unlikely







Opinions for all

Thank you for your participation in this study. Unfortunately, your responses indicate that you do not fit the specific criteria needed for this particular study, or that we have already reached our required quota of responses from participants similar to you. We appreciate your enthusiasm for our study and hope you will join us on future surveys!





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OMB No. 0920-0910  
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Public reporting burden of this collection of information is estimated to average 21 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-0910).





Would you say your health in general is excellent, very good, good, fair, or poor?

- Excellent
- Very Good
- Good
- Fair
- Poor





On average, how many cigarettes do you now smoke a day?

[1 PACK = 20 CIGARETTES]





When do you typically have your first cigarette after waking up?

- Within 5 minutes
- 6-30 minutes
- 31-60 minutes
- After 60 minutes





How old were you when you first started smoking cigarettes fairly regularly?





Where do you smoke most often?

- At home
- At work
- Friend's or family's house
- In my car or other type of vehicle
- Someone else's car or other type of vehicle
- At a party
- At a restaurant
- At a bar
- Outdoors
- Somewhere else (other specify)





Please rank the top two reasons why you smoke cigarettes where "1" is the main reason and "2" is the second most important reason.

- Smoking cigarettes helps when I'm stressed
- I just feel like smoking cigarettes
- Smoking cigarettes helps me stay awake
- Smoking cigarettes is a social thing to do when I'm out with friends
- I have tried to quit smoking cigarettes and cannot
- Smoking cigarettes is something to do at parties
- Smoking cigarettes goes well when I'm drinking alcohol
- Smoking cigarettes helps me relax
- I like the taste of cigarettes
- Smoking cigarettes excites me
- Smoking cigarettes goes well with/after meals
- Smoking cigarettes helps me lose weight / not gain weight
- Smoking cigarettes is something to do when I'm bored
- Smoking cigarettes is something I can do with others while working
- Other specify







Please rank the top two reasons why you used to smoke cigarettes where "1" was the main reason you smoked and "2" was the second most important reason you smoked.

- Smoking cigarettes helps when I'm stressed
- I just feel like smoking cigarettes
- Smoking cigarettes helps me stay awake
- Smoking cigarettes is a social thing to do when I'm out with friends
- I have tried to quit smoking cigarettes and cannot
- Smoking cigarettes is something to do at parties
- Smoking cigarettes goes well when I'm drinking alcohol
- Smoking cigarettes helps me relax
- I like the taste of cigarettes
- Smoking cigarettes excites me
- Smoking cigarettes goes well with/after meals
- Smoking cigarettes helps me lose weight / not gain weight
- Smoking cigarettes is something to do when I'm bored
- Smoking cigarettes is something I can do with others while working
- Other specify





How much do you agree or disagree with each of the following statements?

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I know everything there is to know about the physical effects of smoking cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wish I knew more about the physical effects of smoking cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think that smoking cigarettes is addictive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nicotine Replacement Therapy, such as nicotine gum or patch, makes it easier to quit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





How much do you agree or disagree with each of the following statements?

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
There's nothing wrong with smoking cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smoking cigarettes is not such a big deal, it's just a lot of negative hype	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would consider quitting smoking cigarettes because I don't want to harm my family or friends with second-hand smoke	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smoking cigarettes seems acceptable because I see it all the time in movies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When someone quits smoking cigarettes, the risk of getting a tobacco-related illness goes away	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smoking cigarettes is a reward	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have more respect for people who have quit smoking cigarettes than for people who have never smoked	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non-smokers don't want to date someone who smokes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People who smoke cigarettes have more friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is nothing wrong with using electronic cigarettes/e-cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





How much does smoking cigarettes relieve stress for you?

- Extremely stress-relieving
- Very stress-relieving
- Somewhat stress-relieving
- Slightly stress-relieving
- Not at all stress-relieving





Would quitting smoking cigarettes positively impact your relationship with family or friends?

- Yes, it would positively impact my relationship with family or friends
- It would neither positively or negatively impact my relationship
- It would negative impact my relationship with family or friends





How dangerous or safe do you think smoking cigarettes is?

- Very dangerous
- Dangerous
- Neither dangerous nor safe
- Safe
- Very safe





Opinions for all

If you had to do it over again, would you have started smoking cigarettes? Would you say...

- Definitely not
- Probably not
- Probably yes
- Definitely yes
- Not Sure





***The next questions are about electronic cigarettes, often called e-cigarettes. An e-cigarette looks like a regular cigarette, but it runs on a battery and produces vapor instead of smoke. There are many types of e-cigarettes.***







As far as you know or believe is the use of electronic cigarettes/e-cigarettes in combination with regular cigarettes less harmful than smoking only regular cigarettes, more harmful than smoking only regular cigarettes, or equally as harmful as smoking only regular cigarettes?

Please indicate your answer on a scale of 1 to 5, where one is much less harmful, 3 is the same as regular cigarettes, and 5 is much more harmful.

Much less harmful than smoking only regular cigarettes 1	2	Equally as harmful as smoking only regular cigarettes 3	4	Much more harmful than smoking only regular cigarettes 5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





Do you now use electronic cigarettes or e-cigarettes....

- Every day
- Some days
- Not at all





Do you usually use disposable electronic cigarettes/e-cigarettes, an electronic cigarette/e-cigarette that uses cartridges, or an electronic cigarette/e-cigarette that uses tanks?

Please indicate the type of e-cigarette that you use the most.

- Disposable electronic cigarettes/e-cigarettes
- Electronic cigarette/e-cigarette that uses cartridges
- Electronic cigarette/e-cigarette that uses tanks





On average, about how many e-cigarette tanks do you now use each week?





Do you use electronic cigarettes/e-cigarettes in places where smoking regular cigarettes is not allowed?

- Yes
- No





Which do you enjoy more, using electronic cigarettes/e-cigarettes or smoking cigarettes?

- I enjoy using electronic cigarettes/e-cigarettes more than smoking cigarettes
- I enjoy smoking cigarettes more than using electronic cigarettes/e-cigarettes
- I don't enjoy using electronic cigarettes/e-cigarettes and I don't enjoy smoking cigarettes
- I enjoy both equally





Has the number of cigarettes you smoke increased, decreased, or stayed about the same since you started using electronic cigarettes/e-cigarettes?

- The number of cigarettes I smoke **has increased** since I started using electronic cigarettes/e-cigarettes
- The number of cigarettes I smoke **has decreased** since I started using electronic cigarettes/e-cigarettes
- The number of cigarettes I smoke **has stayed about the same** since I started using electronic cigarettes/e-cigarettes





As a former smoker, when you smoked cigarettes, did you also use electronic cigarettes/e-cigarettes at that time?

- I used electronic cigarettes/e-cigarettes **when I smoked cigarettes**
- I did not use electronic cigarettes/e-cigarettes until **after** I quit smoking cigarettes







Did you use e-cigarettes as a way to quit smoking regular cigarettes?

- Yes, I used electronic cigarettes/e-cigarettes **to quit smoking regular cigarettes**
- I did not use electronic cigarettes/e-cigarettes to quit smoking regular cigarettes





Do you plan to continue to use e-cigarettes as a replacement for regular cigarettes?

- Yes, I will continue to use e-cigarettes as a replacement for regular cigarettes
- I plan to stop using e-cigarettes
- I have stopped using e-cigarettes





Do you use electronic/e-cigarettes in any of the following places?

	Yes	No
Restaurants or bars	<input type="radio"/>	<input type="radio"/>
Stores or shopping malls	<input type="radio"/>	<input type="radio"/>
Airplanes	<input type="radio"/>	<input type="radio"/>
Beaches, parks, or other outdoor places	<input type="radio"/>	<input type="radio"/>
In your car or other type of vehicle	<input type="radio"/>	<input type="radio"/>
In your home	<input type="radio"/>	<input type="radio"/>
Somewhere else, specify <input type="text"/>	<input type="radio"/>	<input type="radio"/>





Have you considered using electronic cigarettes/e-cigarettes in any of the following locations? (Select all that apply)

- Restaurants or bars
- Stores or shopping malls
- Airplanes
- Beaches, parks, or other outdoor places
- In your car or other type of vehicle
- In your home
- Somewhere else, specify
- I have not thought about using electronic cigarettes/e-cigarettes in any of the above locations





Do you use electronic cigarettes/e-cigarettes more indoors, outdoors, or about the same?

- Outdoors
- Indoors
- About the same





Do you usually use electronic cigarettes/e-cigarettes when you are alone, or when you are with other people?

- I usually use electronic cigarettes/e-cigarettes when I am alone
- I usually use electronic cigarettes/e-cigarettes when I am with other people
- I usually use electronic cigarettes/e-cigarettes about the same when I am alone and when I am with other people





Do you think using electronic cigarettes/e-cigarettes is more socially acceptable than smoking cigarettes?

- Yes, using electronic cigarettes/e-cigarettes is **more** socially acceptable
- No, using electronic cigarettes/e-cigarettes is **equally** as socially acceptable as smoking cigarettes
- No, using electronic cigarettes/e-cigarettes is **less** socially acceptable than smoking cigarettes





Are you embarrassed to use electronic cigarettes/e-cigarettes in front of other people?

- Yes, I am embarrassed to use electronic cigarettes/e-cigarettes in front of other people
- No I am not embarrassed to use electronic cigarettes/e-cigarettes in front of other people





Are any of the following a reason why you first tried electronic cigarettes/e-cigarettes?

	Yes	No
They cost less than other forms of tobacco	<input type="radio"/>	<input type="radio"/>
They can be used in places where smoking cigarettes isn't allowed	<input type="radio"/>	<input type="radio"/>
They might be less harmful to me than regular cigarettes	<input type="radio"/>	<input type="radio"/>
They might be less harmful to people around me than regular cigarettes	<input type="radio"/>	<input type="radio"/>
Electronic cigarettes/e-cigarettes come in flavors I like	<input type="radio"/>	<input type="radio"/>
Electronic cigarettes/e-cigarettes can help me quit smoking regular cigarettes	<input type="radio"/>	<input type="radio"/>
Electronic cigarettes/e-cigarettes can help me reduce the number of regular cigarettes I smoke.	<input type="radio"/>	<input type="radio"/>
Electronic cigarettes/e-cigarettes don't smell	<input type="radio"/>	<input type="radio"/>
Using an electronic cigarette/e-cigarette feels like smoking a regular cigarette	<input type="radio"/>	<input type="radio"/>
Electronic cigarettes/e-cigarettes don't bother people who don't use tobacco	<input type="radio"/>	<input type="radio"/>
The advertising for electronic cigarettes/e-cigarettes appeals to me.	<input type="radio"/>	<input type="radio"/>
They help me deal with cravings to smoke.	<input type="radio"/>	<input type="radio"/>
I have a friend or family member who suggested I use electronic cigarettes/e-cigarettes as a way to quit smoking.	<input type="radio"/>	<input type="radio"/>
I was curious about electronic cigarettes/e-cigarettes	<input type="radio"/>	<input type="radio"/>
Other, specify <input type="text"/>	<input type="radio"/>	<input type="radio"/>





Which of those is the main reason you might want to use electronic cigarettes/e-cigarettes?

- They cost less than other forms of tobacco
- They can be used in places where smoking cigarettes isn't allowed
- They might be less harmful to me than regular cigarettes
- They might be less harmful to people around me than regular cigarettes
- Electronic cigarettes/e-cigarettes come in flavors I like
- Electronic cigarettes/e-cigarettes can help me quit smoking regular cigarettes
- Electronic cigarettes/e-cigarettes can help me reduce the number of regular cigarettes I smoke.
- Electronic cigarettes/e-cigarettes don't smell
- Using an electronic cigarette/e-cigarette feels like smoking a regular cigarette
- Electronic cigarettes/e-cigarettes don't bother people who don't use tobacco
- The advertising for electronic cigarettes/e-cigarettes appeals to me.
- They help me deal with cravings to smoke.
- I have a friend or family member who suggested I use electronic cigarettes/e-cigarettes as a way to quit smoking.
- I was curious about electronic cigarettes/e-cigarettes
- Other, specify





You indicated previously that you have tried electronic cigarettes/e-cigarettes before but do not currently use them. Using the text box below, tell us in a few words why you do not use electronic cigarettes/e-cigarettes now.





You indicated previously that you currently smoke cigarettes and also currently use electronic cigarettes/e-cigarettes. Using the text box below, tell us in a few words why your reasons for not switching completely from regular cigarettes to electronic cigarettes/e-cigarettes.





Where have you purchased electronic cigarettes/e-cigarettes and/or the nicotine refill packs?

- Over the Internet
- Convenience stores
- Drug stores or pharmacies
- Gas stations
- Specialty e-cigarette shops (sometimes called vape shops)
- Shopping malls
- Other specify





Are you thinking about using electronic cigarettes/e-cigarettes...

- Within the next 30 days
- Within the next 6 months
- Within the year
- Longer than a year





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Do you think you will use electronic cigarettes/e-cigarettes for those times when you are unable to smoke cigarettes?

- Yes
- No





Do you think if you start using electronic cigarettes/e-cigarettes, the number of cigarettes you smoke will probably increase, decrease, or stay the same?

- The number of cigarettes I smoke **will probably decrease** if I use electronic cigarettes/e-cigarettes
- The number of cigarettes I smoke **will probably increase** if I use electronic cigarettes/e-cigarettes
- The number of cigarettes I smoke **will probably stay the same** if I use electronic cigarettes/e-cigarettes







If you started using electronic cigarettes/e-cigarettes, where do you think you would use e-cigarettes most often?

- In an airplane
- At home
- At work
- Friend's or family's house
- In my car or other type of vehicle
- Someone else's car or other type of vehicle
- At a party
- At a restaurant
- At a bar
- Outdoors
- Somewhere else (other specify)





Do you think using electronic cigarettes/e-cigarettes is more socially acceptable than smoking cigarettes?

- Yes, using electronic cigarettes/e-cigarettes is **more socially acceptable** than smoking cigarettes
- No, using electronic cigarettes/e-cigarettes is **equally as socially acceptable** as smoking cigarettes
- No, using electronic cigarettes/e-cigarettes is **less socially acceptable** than smoking cigarettes



Are any of the following a reason why you might want to use electronic cigarettes/e-cigarettes?

	Yes	No
They cost less than other forms of tobacco	<input type="radio"/>	<input type="radio"/>
They can be used in places where smoking cigarettes isn't allowed	<input type="radio"/>	<input type="radio"/>
They might be less harmful to me than regular cigarettes	<input type="radio"/>	<input type="radio"/>
They might be less harmful to people around me than regular cigarettes	<input type="radio"/>	<input type="radio"/>
Electronic cigarettes/e-cigarettes come in flavors I like	<input type="radio"/>	<input type="radio"/>
Electronic cigarettes/e-cigarettes can help me quit smoking regular cigarettes	<input type="radio"/>	<input type="radio"/>
Electronic cigarettes/e-cigarettes can help me reduce the number of regular cigarettes I smoke.	<input type="radio"/>	<input type="radio"/>
Electronic cigarettes/e-cigarettes don't smell	<input type="radio"/>	<input type="radio"/>
Using an electronic cigarette/e-cigarette feels like smoking a regular cigarette	<input type="radio"/>	<input type="radio"/>
Electronic cigarettes/e-cigarettes don't bother people who don't use tobacco	<input type="radio"/>	<input type="radio"/>
The advertising for electronic cigarettes/e-cigarettes appeals to me.	<input type="radio"/>	<input type="radio"/>
They help me deal with cravings to smoke.	<input type="radio"/>	<input type="radio"/>
I have a friend or family member who suggested I use electronic cigarettes/e-cigarettes as a way to quit smoking.	<input type="radio"/>	<input type="radio"/>
I was curious about electronic cigarettes/e-cigarettes	<input type="radio"/>	<input type="radio"/>
Other, specify <input type="text"/>	<input type="radio"/>	<input type="radio"/>





Which of those is the main reason you might want to use electronic cigarettes/e-cigarettes?

- They cost less than other forms of tobacco
- They can be used in places where smoking cigarettes isn't allowed
- They might be less harmful to me than regular cigarettes
- They might be less harmful to people around me than regular cigarettes
- Electronic cigarettes/e-cigarettes come in flavors I like
- Electronic cigarettes/e-cigarettes can help me quit smoking regular cigarettes
- Electronic cigarettes/e-cigarettes can help me reduce the number of regular cigarettes I smoke.
- Electronic cigarettes/e-cigarettes don't smell
- Using an electronic cigarette/e-cigarette feels like smoking a regular cigarette
- Electronic cigarettes/e-cigarettes don't bother people who don't use tobacco
- The advertising for electronic cigarettes/e-cigarettes appeals to me.
- They help me deal with cravings to smoke.
- I have a friend or family member who suggested I use electronic cigarettes/e-cigarettes as a way to quit smoking.
- I was curious about electronic cigarettes/e-cigarettes
- Other, specify





Compared to cigarettes, how harmful do you think electronic cigarettes/e-cigarettes are to a person's health?

- A lot less harmful
- A little less harmful
- About the same
- A little more harmful
- A lot more harmful





Have you ever used chewing tobacco, snuff, or dip, such as Redman, Levi Garrett, Beechnut, Skoal, Skoal Bandits, or Copenhagen?

- Yes
- No





Have you ever used dissolvable tobacco products, such as Camel Orbs, Sticks, or other brands?

- Yes
- No





Snus is a smokeless tobacco usually sold in individual or pre-packaged small pouches that are placed under the lip against the gum. Have you ever used snus, such as Camel Snus or Marlboro Snus?

- Yes
- No







Do you think there are health risks associated with using smokeless tobacco products, such as chewing tobacco, snuff, dip, dissolvable tobacco products, or snus, or are there no health risks from using them?

- There are **definitely** health risks associated with using smokeless tobacco products
- There are **probably** health risks associated with using smokeless tobacco products
- There are **probably some non-serious** health risks associated with using smokeless tobacco products
- There are **probably no health risks** associated with using smokeless tobacco products
- There are **definitely** no health risks associated with using smokeless tobacco products





During the past 3 months, how many times have you stopped smoking for one day or longer because you were trying to quit smoking cigarettes for good?

Number of times





During the past 12 months, that is, since Jan. 14, 2013, how many times have you stopped smoking for one day or longer because you were trying to quit smoking cigarettes for good?

Number of times



When you last tried to quit smoking, did you do any of the following?

	Yes	No
Get help from a website such as Smokefree.gov	<input type="radio"/>	<input type="radio"/>
Give up cigarettes all at once	<input type="radio"/>	<input type="radio"/>
Substitute some of your regular cigarettes with electronic cigarettes or e-cigarettes	<input type="radio"/>	<input type="radio"/>
Use medications like Zyban or Chantix	<input type="radio"/>	<input type="radio"/>
Get help from a telephone quit line	<input type="radio"/>	<input type="radio"/>
Get help from a doctor or other health professional	<input type="radio"/>	<input type="radio"/>
Gradually cut back on cigarettes	<input type="radio"/>	<input type="radio"/>
Switch completely to electronic cigarettes or e-cigarettes such as Blu or NJOY	<input type="radio"/>	<input type="radio"/>
Use nicotine replacements like the nicotine patch or nicotine gum	<input type="radio"/>	<input type="radio"/>
Switch to mild or some other brand of cigarettes	<input type="radio"/>	<input type="radio"/>





Do you want to quit smoking cigarettes for good?

- Yes
- No





How much do you want to quit smoking? Would you say you want to quit...

- Not at all
- A little
- Somewhat
- A lot





Opinions for all

Do you plan to quit smoking for good....

- In the next 7 days,
- In the next 30 days,
- In the next 6 months,
- In the next 1 year, or
- More than 1 year from now
- Not sure/Uncertain





Thinking about the last time you had a health issue or experienced any change in your physical health, where did you first look to get information?

- Friends or family
- Your doctor or healthcare professional
- Internet
- Pharmacy
- Mobile App
- Other specify







How much do you agree or disagree with each of the following statements?

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I hope good things happen in my life, but I often feel that I don't have much control	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I make things happen in my life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I set goals for my future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe a person should take life as it comes - whatever happens, happens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Life has been good to me so far	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe in my ability to make important changes in the world	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spirituality and/or religion play a big part in my life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am confident that I have the ability to achieve my dreams	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





How much is using electronic cigarettes/e-cigarettes a social activity to do with friends?

- Extremely social
- Very social
- Somewhat social
- Slightly social
- Not at all social





Which of the following statements best describes your usage of e-cigarettes?

- I feel comfortable using my e-cigarettes in all locations or places
- There are some locations or places where I feel uncomfortable using e-cigarettes





What specific locations or places would you NOT use electronic cigarettes/e-cigarettes?





Why would you not use electronic cigarettes/e-cigarettes in those locations or places?





Do you think using electronic cigarettes/e-cigarettes keeps you from quitting smoking cigarettes, for good?

- Yes
- No





Do believe there are health benefits to using electronic cigarettes/e-cigarettes even if you keep smoking cigarettes as well?

- Yes
- No





Is the following statement new information for you, "Using electronic cigarettes/e-cigarettes does not improve my health"?

- Yes
- No







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Why are you thinking about using electronic cigarettes/e-cigarettes?





Did a friend or family member tell you about health benefits of electronic cigarettes/e-cigarettes when compared to cigarette smoking?

- Yes
- No





What is your gender?

- Male
- Female





How many children (under age 18) live in your household:

- None
- 1-2 children
- 3-4 children
- 5 or more children



What is your marital status?

- Now married
- Living with my partner
- Widowed
- Divorced
- Separated
- Never married
- Prefer not to answer





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Do you consider yourself to be (Select all that apply):

- Heterosexual / Straight
- Lesbian
- Gay (male)
- Bisexual
- Transgender
- Something else - please specify
- Prefer not to answer





Have you ever served on active duty in the U.S. Armed Forces, Military Reserves, National Guard, or other military uniformed services?

- Yes, now on active duty
- Yes, on active duty during the past 12 months, but not now
- Yes, was on active duty but not during the past 12 months
- Am now training for Reserves or National Guard
- No, never served in the military





Please indicate your race or ethnic background. Are you..?

- Ethnicity
- Hispanic or Latino
  - Not Hispanic or Latino

- Race:
- White
  - Black or African American
  - American Indian or Alaska Native
  - Native Hawaiian or Other Pacific Islander
  - Asian







What is the highest level of education you have completed or the highest degree you have received? If you received your education in another country, please indicate the equivalent level below.

- Less than high school
- Completed high school or equivalent
- Job-specific training program(s) after high school
- Some college, but no degree
- Associate Degree
- College (such as B.A., B.S.)
- Some graduate school, but no degree
- Graduate degree (such as MBA, MS, M.D., Ph.D.)
- Prefer not to answer





Which of the following income categories best describes your total 2012 household income before taxes?

- Less than \$15,000
- \$15,000 to \$19,999
- \$20,000 to \$24,999
- \$25,000 to \$29,999
- \$30,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 or more
- Prefer not to answer





Which statement best describes your current employment status?

- Working - as a paid employee
- Working - self-employed
- Not working - on temporary layoff from a job
- Not working - looking for work
- Not working - retired
- Not working - disabled
- Not working - other
- Prefer not to answer





Think about the last time you went online to look for information...How did you begin looking?

Did you start at a search engine such as Google, Bing or Yahoo, at a site that specializes in topical information, like WebMD, at a more general site like Wikipedia, that contains information on all kinds of topics, or at a social network site like Facebook?

(Select one answer.)

- At a search engine such as Google, Bing or Yahoo
- At a site that specializes in information, like WebMD
- At a more general site like Wikipedia, that contains information on all kinds of topics
- At a social network site like Facebook
- Other specify





Do you currently own a cell phone?

- Yes
- No
- Don't Know/Not Sure





Some cell phones are called "smartphones" because of certain features they have, such as Internet access and the ability to download apps. Is your cell phone a smartphone, such as an iPhone, Android, Blackberry or Windows phone?

- Yes, I own a smartphone
- I do not own a smartphone





Is the smartphone you use most often...?

- An iPhone
- An Android device (e.g. Motorola Droid, Samsung Galaxy, etc.)
- A Blackberry
- A Windows Phone
- Something else





How often do you access the Internet on your smartphone?

- More than once per day
- Once per day
- A few times per week
- Once per week
- Less than once per week
- Rarely
- Never







During a typical month in the past year, how often did you read a newspaper in print or on the Internet?

- Basically every day
- A few times a week
- A few times a month
- Once a month
- Not at all





During a typical month in the past year, how often did you watch television or television Internet sites?

- Basically every day
- A few times a week
- A few times a month
- Once a month
- Not at all





During a typical month in the past year, how often did you listen to the radio?

- Basically every day
- A few times a week
- A few times a month
- Once a month
- Not at all





During a typical month in the past year, how often did you obtain information from Internet sources such as blogs, chat rooms, or independent news services?

- Basically every day
- A few times a week
- A few times a month
- Once a month
- Not at all





Have you seen or heard one or more ads for electronic cigarettes/e-cigarettes in the past three months?

- Yes
- No





Where have you seen or heard an advertisement for electronic cigarettes/e-cigarettes? (Select all that apply)

- On the Internet
- In newspapers or magazines
- Convenience stores, supermarkets, gas stations, or shopping malls
- On TV or at the movies
- On the radio
- On billboards or other outdoor ads
- Other specify
- None of the above





When you are using the Internet, how often do you see ads or promotions for electronic cigarettes/e-cigarettes?

- I do not use the Internet
- Never
- Rarely
- Sometimes
- Most of the time
- Always





When you read newspapers or magazine, how often do you see ads or promotions for electronic cigarettes/e-cigarettes?

- I do not read newspapers or magazines
- Never
- Rarely
- Sometimes
- Most of the time
- Always







When you go to a convenience store, supermarket, gas station, or shopping mall, how often do you see ads or promotions for electronic cigarettes/e-cigarettes?

- I do not go to convenience stores, supermarkets, gas stations, or shopping malls
- Never
- Rarely
- Sometimes
- Most of the time
- Always





When you watch television or go to the movies, how often do you see ads or promotions for electronic cigarettes/e-cigarettes?

- I do not watch TV or go to the movies
- Never
- Rarely
- Sometimes
- Most of the time
- Always





After you seen or heard an ad for electronic cigarettes/e-cigarettes, have you ever had an urge to smoke a cigarette?

- Yes
- No





Are you aware of any advertising or tobacco education campaigns against smoking, tobacco products, or tobacco companies that are now taking place?

- Yes
- No





Please comment on what you remember about these ads or tobacco education campaigns against smoking, tobacco products, or tobacco companies.





We would now like to show you a television ad and then gather your reactions to that ad. Please make sure the volume on your computer is turned up, so that you can both see and hear the video. *Please click "Next" to continue.*





What do you believe is the main message of this ad?





How believable or unbelievable was the person in the ad?

- Extremely believable
- Moderately believable
- Slightly believable
- Neither believable nor unbelievable
- Slightly unbelievable
- Moderately unbelievable
- Extremely unbelievable







People sometimes have different emotional reactions when they see or hear advertisements.

On a scale from 1 to 5, where 1 indicates not feeling any emotion, and 5 indicates feeling emotion with extreme intensity, please indicate how much this advertisement made you feel:

	I did not feel this emotion	Slight emotion	Moderate emotion	Very intense emotion	Extreme and intense emotion
Angry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Afraid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ashamed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hopeful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Surprised	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trusting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motivated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regretful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please indicate how much you disagree or agree with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Strongly agree
This ad is convincing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad grabbed my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad was easy to understand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I learned something new by viewing or hearing this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the information in this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is believable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would talk to someone else about this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is annoying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The people in this ad are believable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is worth remembering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is powerful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is meaningful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can identify with what the ad says	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





Is there anything about the ad that is confusing, unclear, or hard to understand?

- Confusing
- Unclear
- Hard to understand
- None of the above





What was confusing, unclear or hard to understand? Please be as specific as possible.





Was there anything about the ad that you liked?

- Yes
- No





What, if anything, do you like about this ad? Please be as specific as possible.





Was there anything about the ad that you disliked?

- Yes
- No





What, if anything, do you dislike about this ad? Please be as specific as possible.







Does this ad make you want to quit smoking cigarettes?

- Yes
- No





Why doesn't the ad make you want to quit smoking cigarettes? Please be as specific as possible.





What about the ad made you want to quit smoking cigarettes? Please be as specific as possible.





In the future, if you saw or heard this ad on television, on a scale from 1 to 5, where 1 indicates not at all likely and 5 is very likely, how likely would you be to take the following actions in the next 6 months?

	Very Unlikely	Unlikely	Neither Likely Nor Unlikely	Likely	Very Likely
Call 1-800-QUIT-NOW for assistance in quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Visit an informational government website, such as www.cdc.gov/tips for information on quitting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk with my doctor about quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not smoke around others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit the Twitter site for the campaign.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Try to quit on my own	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use an electronic cigarette/ e-cigarette to help quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support smoke-free laws in my community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do nothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





What do you remember of the URL (web address) listed (even if you remember only parts of the URL, list those parts)





Imagine you are at a search engine site, like Google, Yahoo or Bing. Please type in the words or phrases you would use to get more information on quitting smoking, given the ad that you just saw.

